



# Craft Brewing Business

Professional Insight, *Unfiltered*

**2013 MEDIA KIT**  
[www.craftbrewingbusiness.com](http://www.craftbrewingbusiness.com)

# About Us



## MISSION STATEMENT

It's all right there, distilled in the title. *Craft Brewing Business* is a trade website dedicated to helping craft breweries grow their businesses. From bottling to branding, fermenters to filling lines, malt suppliers to mashing tuns, *Craft Brewing Business* investigates the many vocational challenges of running a commercial craft brewery. To get more specific, the website and e-mail newsletter covers the business of craft brewing from four distinct angles: 1) Equipment and Systems; 2) Supplies and Ingredients; 3) Marketing and Branding; and 4) Business and Management Services.

Beyond the vital operational and managerial information for today's brewer, *Craft Brewing Business* is the most informative news page exclusively focused on the indie brewing trades. It's a running tab of today's biggest breaking brewing news, updated multiple times daily with headlines spotlighting breweries, ingredient suppliers, equipment manufacturers, legislative updates, trade shows and the brewing professionals themselves. Our readers range from brewers to chemists to distributors to facility maintenance workers. We as writers are beer enthusiasts, but this is not an enthusiasts' site. *Craft Brewing Business* is committed to the big business of running a brewery. Just check out the business experience of our three main writers.

## MORE THAN 25 YEARS OF BUSINESS MEDIA EXPERIENCE

**KEITH GRIBBINS** has over 12 years of writing experience for national business publications. He's currently a managing editor at Benjamin Media Inc. in Cleveland, Ohio, running three trade pubs in the commercial construction sector (*Compact Equipment*, *Utility Contractor*, and *Solar Builder*). He started his writing career in the newspaper business, where he still freelances, after earning his Bachelor of Arts degree in English from Ohio University.

**JASON MORGAN** is in his seventh year as a business-to-business editor, covering everything from craft brewing to real estate appraisals and construction equipment. Before joining *Craft Brewing Business*, Jason Morgan was editor of *Valuation Review*, an online and print publication that serves the residential appraisal industry, and a managing editor of *Utility Contractor*, a custom publication for the National Utility Contractors Association (NUCA). He has also written for *CinemaBlend.com*, *FilmCritic.com* and American Movie Classics LLC.

**CHRIS CROWELL** has been an editor/blogger/freelance writer for more than eight years, including more than five years in business-to-business publishing. Alongside his position at *Craft Brewing Business*, he works as the editor of *The Title Report*, an industry-leading website and newsletter serving the title insurance and settlement services space. Previously, Chris worked as an associate editor for *Hotel & Motel Management* and *Hotel Design* magazine. His freelance work includes features in *Landscape Management*, *Nightclub & Bar*, *Akron Life & Leisure* and *Lake Erie Lifestyle*.

**SEAN WRIGHT** is an information technology professional who specializes in website development and programming excellence. In addition to his IT duties with *Craft Brewing Business*, Sean is also the Lead IT Resource and Programmer for *JB Dollar Stretcher* magazine, based in Richfield, Ohio. Sean makes purchasing decisions for company-wide IT resources for both *Craft Brewing Business* and *JB Dollar*, while also developing and updating internal tools, systems and software.

# Editorial Calendar

## JANUARY

- Equipment and Systems:  
Fermentation Tanks
- Ingredients and Supplies: Hops
- Packaging and Distribution:  
Label Design and Label Laws
- Business and Marketing:  
Brewer Training

**BEER OF THE MONTH: PILSNER  
AND PALE LAGER**

## FEBRUARY

- Equipment and Systems:  
Two-Vessel Brewing Systems
- Ingredients and Supplies: Enzymes
- Packaging and Distribution: Barrel  
Racks, Transfer Tools, and Forklifts
- Business and Marketing:  
Merchandising and Gift Stores

**BEER OF THE MONTH: PORTER**

## MARCH

- Equipment and Systems:  
Turnkey Brewing Systems
- Ingredients and Supplies: Grains
- Packaging and Distribution:  
Cans and Canning Lines
- Business and Marketing: Coasters

**BEER OF THE MONTH:  
AMBER/RED**

**Craft Brewers Conference & Brew  
Expo America**  
March 26-29, Washington, D.C.

## APRIL

- Equipment and Systems:  
Fillers, Filling Lines,  
and Crowning Equipment
- Ingredients and Supplies:  
Barely and Barely Distributors
- Packaging and Distribution:  
Kegs and Keg Cleaning
- Business and Marketing: Tasting Rooms

**BEER OF THE MONTH: IPA**

**National Beer Wholesalers Association  
(NBWA) Legislative Conference**  
April 14-17, Washington, D.C.

## MAY

- Equipment and Systems:  
Mills and Grain Handling
- Ingredients and Supplies: Yeast
- Packaging and Distribution:  
Taps and Service Lines
- Business and Marketing:  
Signage and Banners

**BEER OF THE MONTH: WHEAT**

**American Craft Beer Week**  
May 13-19

## JUNE

- Equipment and Systems:  
Used Equipment
- Ingredients and Supplies:  
Water and Water Analysis
- Packaging and Distribution:  
Boxes, Dividers, Crowns, etc.
- Business and Marketing: Brewpubs

**BEER OF THE MONTH: BLONDE**

## JULY

- Equipment and Systems:  
Wort Chillers and Heat Exchangers
- Ingredients and Supplies:  
Fruits and Fruit Concentrates
- Packaging and Distribution:  
Line Controls
- Business and Marketing:  
Website Design and Marketing

**BEER OF THE MONTH: LAMBIC**

## AUGUST

- Equipment and Systems:  
Bright and Conditioning Tanks
- Ingredients and Supplies:  
Malt and Malt Suppliers
- Packaging and Distribution:  
Glassware and Steins
- Business and Marketing:  
Supply Chain Management

**BEER OF THE MONTH: BROWN**

## SEPTEMBER

- Equipment and Systems:  
Brew Kettles and Whirlpools
- Ingredients and Supplies: Sugar
- Packaging and Distribution:  
Distributors and Wholesalers
- Business and Marketing:  
Seasonal Beer Selections

**BEER OF THE MONTH: OKTOBERFEST**

**National Beer Wholesalers  
Association's (NBWA's) 76th Annual  
Convention and Trade Show**  
Sept. 29-Oct. 2, Las Vegas

## OCTOBER

- Equipment and Systems: Pasteurizers,  
Boilers, and Steam Generators
- Ingredients and Supplies:  
Brewing Salts, Finings, and Nutrients
- Packaging and Distribution:  
Bottles and Growlers
- Business and Marketing:  
Festival Preparation and Presence

**BEER OF THE MONTH: PUMPKIN**

**2013 Great American Beer Festival,**  
October 10-12, Denver  
**Master Brewers Association of America  
(MBAA) Annual Conference 2013**  
October 23-26, Austin, Texas

## NOVEMBER

- Equipment and Systems:  
Recycling and Waste Management
- Ingredients and Supplies: Flavorings
- Packaging and Distribution:  
Keg Filling Lines
- Business and Marketing: Brewery Tours

**BEER OF THE MONTH: STOUT**

## DECEMBER

- Equipment and Systems:  
Restaurant Equipment
- Ingredients and Supplies:  
Local Sourced Ingredients
- Packaging and Distribution:  
Palletizers/De-Palletizers
- Business and Marketing:  
Food and Menus

**BEER OF THE MONTH:  
WINTER AND CHRISTMAS**

330-701-1327  
sales@cbbmedia.com  
www.craftbrewingbusiness.com

# Advertising

TO START BUILDING YOUR CUSTOM MARKETING PACKAGE  
OR FIND OUT HOW WE CAN HELP YOU GROW YOUR  
BUSINESS, CONTACT US AT SALES@CBBMEDIA.COM.

AD CREATION RATES BY CBB DESIGNER: \$50 PER HOUR

## WEBSITE ADS

		1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
<b>PREMIUM BUTTON</b> 300 X 250 PIXELS	Cost Per Ad	\$500	\$475	\$450	\$425	\$400
	Total Cost	\$500	\$1,425	\$2,700	\$3,825	\$4,800
<b>PREMIUM BANNER</b> 600 X 90 PIXELS	Cost Per Ad	\$750	\$713	\$675	\$637	\$600
	Total Cost	\$750	\$2,139	\$4,050	\$5,733	\$7,200
<b>MASTHEAD AD</b> 600 X 90 PIXELS	Cost Per Ad	\$850	\$807	\$765	\$723	\$680
	Total Cost	\$850	\$2,421	\$4,590	\$6,507	\$8,160
<b>SKYSCRAPER</b> 160 X 600 PIXELS	Cost Per Ad	\$700	\$665	\$630	\$595	\$560
	Total Cost	\$700	\$1,995	\$3,780	\$5,355	\$6,720
<b>STANDARD BUTTON</b> 300 X 90 PIXELS	Cost Per Ad	\$300	\$285	\$270	\$255	\$240
	Total Cost	\$300	\$855	\$1,620	\$2,295	\$2,880

## E-NEWS ADS

		1 EMAIL CAMPAIGN	2 EMAIL CAMPAIGNS	4 EMAIL CAMPAIGNS	6 EMAIL CAMPAIGNS	8 EMAIL CAMPAIGNS
<b>PREMIUM BANNER</b> 600 X 90 PIXELS	Cost Per Ad	\$188	\$179	\$169	\$160	\$150
	Total Cost	\$188	\$358	\$676	\$960	\$1,200
<b>STANDARD BANNER</b> 600 X 90 PIXELS	Cost Per Ad	\$175	\$167	\$157	\$149	\$140
	Total Cost	\$175	\$334	\$628	\$894	\$1,120
<b>STANDARD BUTTON</b> 300 X 90 PIXELS	Cost Per Ad	\$75	\$72	\$68	\$64	\$60
	Total Cost	\$75	\$144	\$272	\$384	\$480
<b>SKYSCRAPER</b> 160 X 600 PIXELS	Cost Per Ad	\$213	\$203	\$190	\$181	\$171
	Total Cost	\$213	\$406	\$760	\$1,086	\$1,368

## OUR AUDIENCE

### OUR READERS: CRAFT BREWERS

Small, independent brewers that strive for unique, innovative brews with an annual production of 6 million barrels (bbls) of beer or less, including brewpubs, microbrews, regional craft breweries and contract brew companies. We also aim to be the go-to source for the growing homebrewer who is interested in getting into the brew business full time.

### A GROWING INDUSTRY

In 2011, domestic craft beer sales reached more than 11 million bbls – up from 2010's 10 million bbls. According to a May 2012 National Public Radio report, the craft brew industry rose just above 5 percent of market share this year, propelled by sales that increased 15 percent in 2011. Estimated craft brew market revenue generated in 2011: \$4,900,000,000\*. Additionally, the Brewers Association reported that the number of operating craft breweries in the United States is at 2,141, with 1,303 breweries in planning at the end of June 2012.

\* Estimate is based off the 5 percent market share of the total \$98 billion generated in 2011.

### SALES CONTACT: KEITH GRIBBINS

330-701-1327 | 20691 Forestwood Drive | Strongsville, OH 44149  
sales@cbbmedia.com | www.craftbrewingbusiness.com

